

BROADBAND WORLD FORUM **ASIA**

Broadband World Forum Asia Marketing Partners Program

The Broadband World Forum Asia Marketing Partners Program is a new program designed to reward our exhibitors and sponsors that actively promote the Broadband World Forum Asia. To qualify for the program, Marketing Partners are required to complete at least one task in each category:

Customer/Staff Invitations

- Send out your customized, electronic Exhibits Pass to your customer database inviting your prospects to attend the exhibition at no charge, or to enjoy a 30% discount off of the paid conference programming
- Include information about the Broadband World Forum Asia in a customer newsletter with a link to your customized Exhibits Pass and/or the event Web site (http://www.iec.org/events/2007/bbwf_asia/)
- Distribute an internal memo to your company including information on the Broadband World Forum Asia with a link to your customized, electronic Exhibits Pass

Web site Recognition

- Include the conference logo or a banner ad from the Broadband World Forum Asia Logo Library (http://www.iec.org/events/2007/bbwf_asia/exhibitor_info/logo_library.html) on your company Web site with a link to your customized, electronic Exhibits Pass or to the event Web site (http://www.iec.org/events/2007/bbwf_asia/)
- Include a listing for the Broadband World Forum Asia on your company Web site's calendar of events
- Include the conference logo or a banner ad from the Broadband World Forum Asia Logo Library (http://www.iec.org/events/2007/bbwf_asia/exhibitor_info/logo_library.html) on your company Intranet with a link to your customized, electronic Exhibits Pass or to the event Web site (http://www.iec.org/events/2007/bbwf_asia/)

Public Relations Efforts

- Issue a press release outlining your involvement in the Broadband World Forum Asia
- Issue a media invite to your press contacts to attend the Broadband World Forum Asia
- Provide the IEC with press contacts so that we can issue a press invitation

In exchange, your company will be recognized as a Broadband World Forum Asia Marketing Partner and will receive the following benefits:

- **3 additional rebook points, which will increase your company's overall point listing giving you an earlier time to choose your space for the 2008 event**
- **1 additional complimentary full conference registration for use by one of your customers or a colleague**
- **Logo recognition as a Marketing Partner on the event Web site and during the Keynote thank-you announcements on-site at the event**

For more information on the Marketing Partners program, please contact Michelle Klein at +1-312-559-3861 or mklein@iec.org.